



# SALEM BEGINS STATEWIDE TOURISM INITIATIVE

*For Immediate Release – May 7, 2014*

The City of Salem kicked-off a tourism campaign this month that is designed to bring visitors to the city and the greater Roanoke Valley for some of the summer's biggest events. The "Summer Love in Salem" campaign was made possible by a \$50,000 tourism grant that was secured at the end of last year from the Virginia Tourism Corporation. The events that are being featured include – the Blue Ridge Music Festival, ShrimpFest, the Roanoke Valley Horse Show, the Salem Fair and the Salem Red Sox.



**MAY 31**



**JUNE 7**



**JUNE 16-21**



**JULY 2-13**



**APRIL-SEPTEMBER**

"We really believe these are five quality entertainment opportunities that have the ability to attract couples, families and large groups of visitors from all over the region," says Carey Harveycutter, Salem's Tourism Director. "These events are spread out through the summer months, and we hope that many of the folks who travel here will not only look at us as a day trip, but also spend a night or two in the valley."

The matching grant program required a commitment of \$137,000 from the city's event marketing budget. To meet that figure and execute the advertising campaign, the city partnered with the Salem-Roanoke County Chamber of Commerce, the Roanoke Valley Horseman's Association, the Salem Red Sox, the Roanoke Valley Convention and Visitors Bureau and Outback Concerts.

"The mix of events is very good in that you have some that are multiple day, longstanding attractions like the fair and horse show and two that are one day events in ShrimpFest and the Blue Ridge Music Festival," says Harveycutter. "Our goal is for all five to grow their attendance, and in the case of the horse show even increase the number of entrants."

The campaign is focused in the state of Virginia and two areas to the south that have been identified as key trending markets in Greensboro and Raleigh. In addition, print ads have been placed in Delta Airline's *Sky* and Amtrak's *Arrive* magazines. Thirty second TV commercials are airing in the Harrisonburg, Richmond and Charlottesville markets and a website also has been developed for the "Summer Love" campaign - [www.summerinsalem.com](http://www.summerinsalem.com)

#### **For More Information Contact:**

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